

Decorating Direction

Must have features to maximize profits

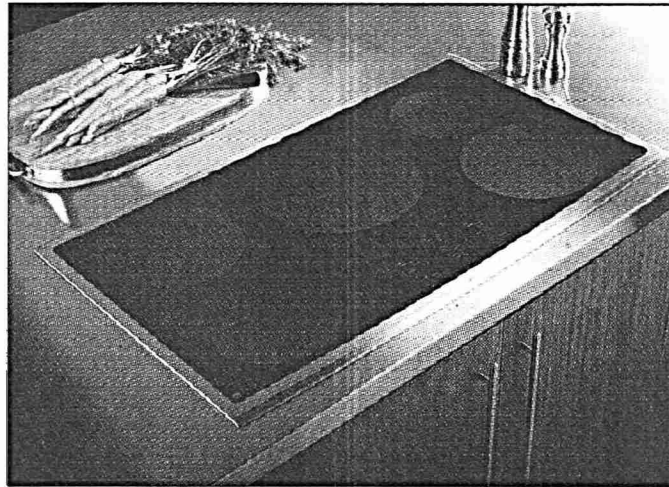
It's a simple formula: upgrades equal sold. For a home to sell quickly and for the price desired, it helps if it is "finished" with as many structural and interior design upgrades as possible — and nothing's too small to leverage in establishing a home's price point.

From crown molding to faux painting to door handles and cabinet handles/knobs with modern finishes, to more obvious upgrades such as appliances, window, counter, cabinet and floor treatments, to swimming pools and surround sound wiring — any functional or beautification enhancements to a home are considerations in establishing its true value and strategic sale price.

Consider these property value-enhancing upgrade ideas from Robert Jensen, CEO of Las Vegas real estate company The Jensen Group:

■ Commercial grade appliances such as Viking or Wolf in a kitchen, along with dual appliances such as ovens, dishwashers, refrigerators and freezers, add greatly to resale value and are always a desirable upgrade.

■ Other custom upgrades and finishing such as front entry



Courtesy photo from General Electric

Upgrading to a GE Profile cooktop will add value to your home.

(or panty) doors with decorative glass inlays, decorative wrought iron stairway balusters and faux painting treatments will readily set a home apart from the pack.

■ Fixtures should be considered even beyond the kitchen and bath. Door handles, for example, with modern finishes such as brushed nickel, are a great way to add custom appeal to an interior.

■ Granite countertops need not be reserved for the kitchen. Master bathrooms in particular, if

not all baths in the house, should utilize some kind of stone counter — marble, granite, travertine.

■ The "outdoor living room" concept is extremely popular right now. Whether a palapa, gazebo or other covered section, an outdoor furnished lounge area complete with wiring for lighting, fans, TV and surround sound, fire pit/fire place, and built-in barbecue grill will add tremendous appeal. Water features will take this asset to the next level.

— 5 Things To Do This Week —

1. To keep cats out of your potted plants, generously sprinkle the soil with pepper.
2. For dried winter arrangements, flowers with petals in bright yellow, orange, pink and blue colors preserve best.
3. Oriental poppies can be safely planted, transplanted or divided.
4. Order peony roots now for planting in September.
5. Avoid deep cultivation around evergreens that have roots near the ground surface.

See Don Janssen's column on 2G

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